

CASE STUDY:

Old Spice Print Ads



Loudly selling Old Spice? Think about what the message is here. “Greatest smell in the NFL.” Old Spice seems to be appealing to the masculinity of football fans, and they’re not being shy about it. The imagery here also includes a trophy-shaped shower head, furthering the message that if you shower with Old Spice, you’re a winner.

THINGS TO CONSIDER

How is Old Spice establishing authority?

Is this an effective message for their target market? Why?

“SMELL LIKE A MAN, MAN.”

Old Spice is setting themselves up as a confident presence in the lives of their customers. Using Old Spice will make you one suave dude.



Is Old Spice confident or arrogant?

What are they offering their customers?

